

# BECOME FAMOUS LOCALLY

BACK TO BUSINESS LOOK BOOK

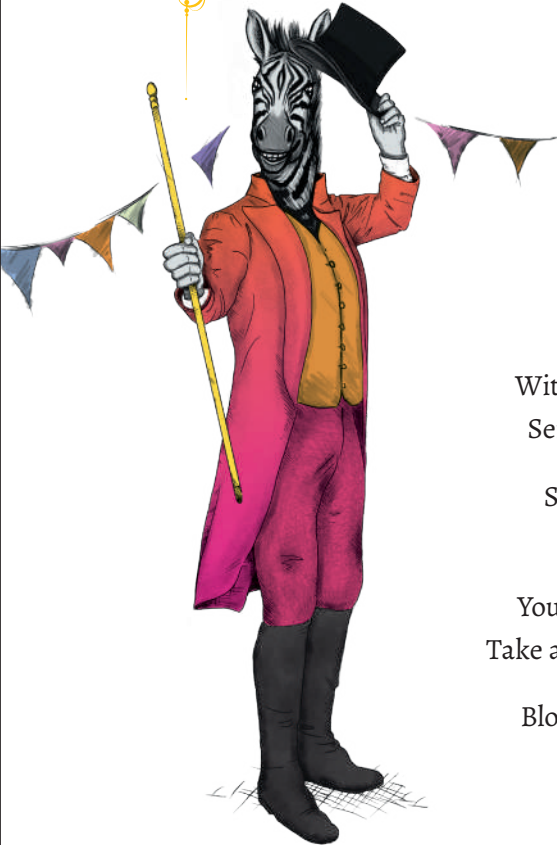


nettl®



**OPEN**

# BECOME FAMOUS LOCALLY



A band of supporters await *your next move*.  
Your community getting back in the groove.

This time with a twist, now choosing to shop,  
with those *locally found*, their preferred stop.

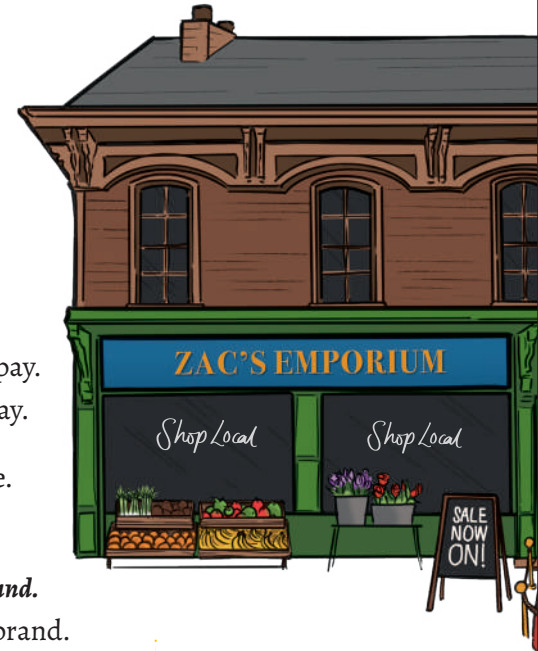
*'Support local'*, they chant. So now up to you!  
Be just what they need, front of the queue.

With pride in your work, new-found loyalty to repay.  
Serve them well, bring them back, more every day.

Shopkeepers, makers, hospitality and the trade.  
Neighbourhood businesses, *it's time to parade*.

Your audience is listening, stand up tall, *raise a hand*.  
Take action, demand attention, shine *light* on your brand.

Blow hard on your trumpet, get praise sung vocally.  
Be the talk of the town. *Become famous locally*.







**BRANDED ▲  
FACE MASKS**

Custom design fabric  
face masks

**from £5.56 each** MASKSB







*There is something special about spring*, don't you think?

Is it the feeling of warm sunlight on your face?

Or opening up the windows for the first time? *Let the fresh air in.*

Flowers in bloom, symbolic of a fresh start. *A rebirth.*

Perhaps more significantly so this year than ever before.

Cautious optimism is in the air. *Momentum* is an invisible force.

Can you sense it? Look carefully, you'll see the signs.

More brave entrepreneurs took the leap in 2020 than in 2019.

More than half of the Fortune 500 companies were started in a recession.

Diamonds are formed under pressure.

Opportunity follows struggle.

*You didn't make it this far, to only come this far.*

Under starter's orders... *Let the recovery commence.*

# ARE YOU MAKING THE MOST OF YOUR OUTDOOR SPACE?

It's possible, once rules relax, that businesses could be spilling out onto pavements, patios, terraces and rooftops to optimise their outdoor space.

Whether it's branded signage, shelter, or seating, contact Nettl. We can help you do more to prepare your greatest outdoors.

**A** GIANT DECKCHAIRS £499 each FDSBLAFC



# SEATING



**A KOLA MAX** High density foam cube with water repellent cover for outdoor use **£205 each** FDSBOVFC

**B BONDI** Branded deckchairs are ace for indoor and outdoor use. Use to create relaxing chill-out areas **Frame + graphic £115** FDSWNIFC

## OUTDOOR ARMCHAIR BEAN BAG

Child 45cm x 50cm x 45cm **from £87.99 each** £97.76 WMUKARM2

**C** Junior 60cm x 70cm x 55cm **from £133.45 each** £148.28 WMUKARM1

**D** Adult 80cm x 96cm x 75cm **from £198.82 each** £220.91 WMUKARMC

## CUBE BEAN BAG

Indoor 50cm x 50cm x 50cm **from £69.03 each** £76.70 WMUKCUBE

**E** Outdoor 50cm x 50cm x 50cm **from £71.69 each** £79.65 WMUKCUB1

**F THE ISLAND** Outdoor bean bag with a water repellent fabric cover **from £145 each** FDSBALFC

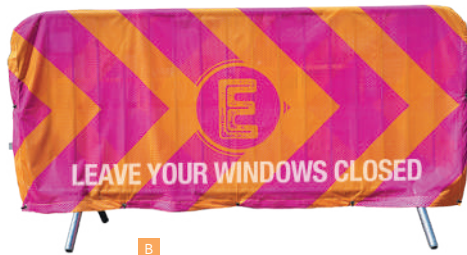




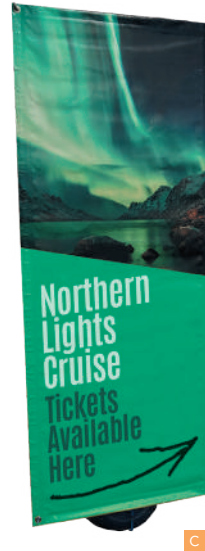
# BARRIERS & COVERS



A



B



C



D



E

**A CAFÉ BARRIERS** from 1.0m x 1.4m assembled, with graphic **from £202** FDC1V0B1

**B BOUNCER** 1.0m x 2.2m wrapover crowd barrier cover **from £114** FDBACBC

**C EXPOSURE** 2.0m x 0.8m outdoor banner stand **from £149** BSP0BPVC

**D SCREEN** 0.5m x 1.0m outdoor PVC banner **from £17.10** LFPVC51

**E BUILDER** 1.8m x 3.2m front-printed site barrier cover **from £114** FDBACBS

# Do *more* in your GREATEST OUTDOORS



## **MADE IN THE UK**

*In our own hi-tech factories*



## **HUGE STOCKS**

*Live online availability*



## **FREE FAST DELIVERY**

*Included in all our prices*



## **CUSTOM DESIGN**

*Full local creative service*

As we **welcome** back customers, with open arms  
Observe a **safe** distance, while bellowing charm

Each business, doing their **best** to put on a show  
Signs and provisions say we're '**good to go**'

Lockdown easing, a restart roadmap to hand  
A **brighter** horizon, if we follow what's planned

Time spent outdoors, standing **safely** apart  
Protects our endeavour, as trade begins to restart

Table tops on rooftops, explore your urban space  
Break times spent on benches, find the **perfect** place

Collections under canopies, **protected** as rain falls  
Open air shows, events, now meetings without walls

Events and open spaces help businesses do more  
With these ideas, make the most of **your** outdoors

# UMBRELLAS

No one likes a soggy client! We *can't* always count on the sun to make an appearance but we *can* be prepared. Keep guests dry with custom branded umbrellas showcasing your logo.

**UMBRELLAS** 60" umbrellas with alternating colour block panels followed by a white panel to print your logo or graphic. Available in black, royal blue, red, or green **from £15.69 each** £17.43 WMUKGOLF





# PARASOLS

Our Parasols are printed with fade-resistant inks on a resilient tent fabric. They'll fit into a standard umbrella hole, or add an optional base which can be water-filled to add stability.



## ▲ GLORIOUS

Large rectangular cantilever parasol

£1276 FDSORLFC



Weigh down with slabs or shown with optional water filled segments £124 FDFBC4



## ▲ GLAMOUR

Square parasol

£358 FDSOAF6



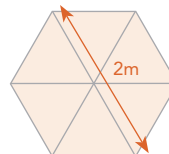
Shown with optional concrete base £53 FDFB6CN



## ▲ GLIMMER

Hexagonal parasol

£205 FDSMIAFC



Shown with optional water base £30 FDFBWB

Each panel can be individually designed, or have the same pattern repeated.



This gazebo has a fully  
printed canopy plus one  
half height wall and one full  
height wall – £1046



Frame contracts to compact size.

# GAZEBOS

Printed gazebos are all the rage at farmer's markets, festivals and fairs. Our range now features new lower cost options, so you can make the most of your marketing budget.

In every case, the gazebo frame is the same. It's compact for storage, then pops up and locks into place.

You've got a choice of a plain black canopy, your name or logo printed on the front fascia or your branding fully printed on all sides and the top too.



Pull the legs outwards – the frame builds itself.



Pop the canopy on top.



Arrange the corners of the canopy.

Each canopy is a water resistant material that'll keep you and your stock dry if it rains.

Clip on the number of sides you want. A full height wall hangs from the top, or you can choose half height walls, which come with a rail. Why not print a half height wall for the front too, to act as a cool branded counter?

Remember you can buy all the printed parts separately, so you can change your messages for each season or each event, and keep using the same frame. Neat!





**B** 3x3m



**A** 3x3m



**C** 2x2m **NEW**

▲ Optional flag attached

**TEARDROP  
MINI**

from £79

PDFQ190



**C** 3x6m

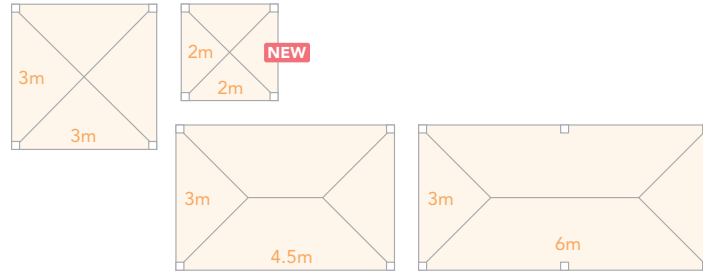


**C** 3x4.5m

# DESIGN YOUR GAZEBO

## 1 Choose your **SIZE**

Our bestseller is 3m x 3m, bigger than typical domestic gazebos. Go double-width with our 6m edition and for those that like something in-between, the 4.5m edition.



## 2 Choose your **CANOPY**

Our lowest price is a black unprinted canopy. Upgrade and get the fascia printed. Or opt for the whole top and pelmet printed on all sides.

	<b>NEW</b> 2x2m		3x3m		3x4.5m		3x6m	
<b>A</b> Black unprinted	£276	FDSMU2FC	£291	FDSMUMFC	£417	FDSMU4FC	£550	FDSMU6FC
<b>B</b> Fascia printed	£316	FDSDE2FC	£346	FDSDELFC	£470	FDSDE4FC	£622	FDSDE6FC
<b>C</b> Fully printed	£648	FDSGZ2FC	£714	FDSGZBFC	£905	FDSGZ4FC	£1146	FDSGZ6FC

## 3 Then add your **WALLS**

Most people finish their gazebo with walls but side panels can be left open for ventilation. Mix and match full height and half-height panels. Half height walls include a hanging rail – to hide a table if you're selling stuff over the counter.

	<b>NEW</b> 2x2m		3x3m		3x4.5m		3x6m	
	SINGLE SIDED	DOUBLE SIDED	SINGLE SIDED	DOUBLE SIDED	SINGLE SIDED	DOUBLE SIDED	SINGLE SIDED	DOUBLE SIDED
Half height	£110	£157	£154	£233	£206	£320	£306	£463
Full height	£127	£206	£189	£340	£267	£528	£376	£677



**NEW**

### ▲ HI VIS WORKWEAR

Search 'Hi Vis' at [nettl.com](http://nettl.com) to browse printed high visibility workwear

**from £5.86 each** WMBAHIVI



# OUTDOOR SIGNAGE

No sellotaped home-printed posters.

No makeshift signs, wobbling in the wind. Ink smeared. Looking sad.

Make sure your outdoor signage gives them confidence to visit.



**A A1 A-BOARD** Silver aluminium pavement sign **from £99** IGABA1

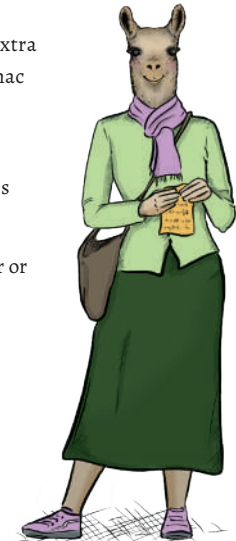
**B 'A' FRAME POSTERS** Replace your existing posters with waterproof outdoor grade vinyl, A1 size **from £18.90 each** LFPPVCA1

**C PAVEMENT STICKERS** Outdoor grade Alufoil vinyl has extra strength adhesive for use on flat outdoor surfaces like tarmac **8 from £85.50** IGFE22S

**D BOLLARD COVERS** Weatherproof sleeves fit round your bollards or lampposts and make eye-catching low-cost signs **from £44.10 each** IGCX4BS

**E FLOOR STENCIL** Spray your message directly onto indoor or outdoor floors, through a custom-cut 3mm foamex stencil **from £18 each** IGFS22

**F CONE SIGNS** Fluted signs fit over traffic cones. Ideal for aiding navigation and defining designated collection spaces **5 for £86.40** IGCONES1



# FLAGS

Fluttering flags prominently display your crowd management policies and collection points, your separate entrances and exits.

EXPLORE THE FULL RANGE OF  
**FLAGS & SOFT SIGNAGE** AT  
[WWW.NETTL.COM](http://WWW.NETTL.COM)



## ▲ CAR FLAG

Pack of 10 car flags, single or double sided print

**from £50.84 per pack of 10**

WMUKCARF







◀ **EMPIRE** A  
 3.5m standing flag  
**from £99** FDFE350  
 Base from £22

**TEARDROP** ▼  
 2.7m standing flag  
**from £99** FDFQ270  
 Base from £22



▲ **TEARDROP MINI**  
 1.9m version of  
 tear-shaped flag, for  
 restricted height  
**from £79** FDFQ190  
 Base from £40



**TEARDROP GRANDE** ▼  
 Massive 3.6m tear-shaped  
 flag. One is great,  
 looks best in pairs  
**from £179** FDFQ360  
 Base from £22



**QUILL** ▶  
 Standing flag  
**from £89** FDFE36  
 Base from £22



**QUILL GRANDE** ▶  
 Our tallest flag at  
 over 5m, towers  
 above all the others  
**from £179** FDFE510  
 Base from £22







# OUTSIDE

Improve kerb appeal by sprucing up your signage. Make windows inviting. Announce you're open, pitch promotions, indicate where to park. Display enticing pictures and clear messages to attract footfall.

Pop out banners are compact and self erect like magic. Choose from a tall or wide banner. Double-sided, flexible wayfinding signage that can appear anywhere in an instant.

- A WINDOW POSTERS** Printed with UV-stable inks, for longer life  
from **£15.30 each** LFPDMA3
- B HANGING RAILS** Change posters easily – each kit comes with a top and bottom rail, with hooks to hang **from £42 per pair** Q-VH303
- C WINDOW DECALS** White or full colour cut-out letters - apply to indoor or outdoor windows **from £40.50 each** IGWGFA3S
- D A1 A-BOARD** Silver aluminium pavement sign **from £99** IGABA1
- E 'A' FRAME POSTERS** Replace your existing posters with waterproof outdoor grade vinyl, A1 size  
**from £18.90 each** LFPPVCA1
- F JELLY** Fat and low **£174 each** FDPQSYF
- G LOLLY** Tall and narrow **£174 each** FDPOMOF







## BUNTING & CUSHIONS

Plump comfy cushions for pampered posteriors. Luxurious, smooth and fully customisable linen fabric, available in two sizes.

**A BUNTING** 10m textile bunting with 18 pennants. Choose from triangular or rectangular shaped.

from **£22.91 per 10m** ~~£25.45~~ WMUKTRIA / WMUKRECT

**B 60CM CUSHION**

from **£19.92 each** ~~£22.13~~ WMUKSM01

**C 40CM CUSHION**

from **£11.99 each** ~~£13.32~~ WMUKSM00



# LANYARDS

Add some whoosh to your Zoom. Some wow to your workwear. Or give away branded lanyards as corporate gifts. Printed both sides in fabulous full colour.

- A** 25mm LANYARDS **from 59p each** NKAILAN5
- B** 20mm LANYARDS **from 49p each** NKAILAN3
- C** 15mm LANYARDS **from 42p each** NKAILANY

*Lanyard card holders also available*

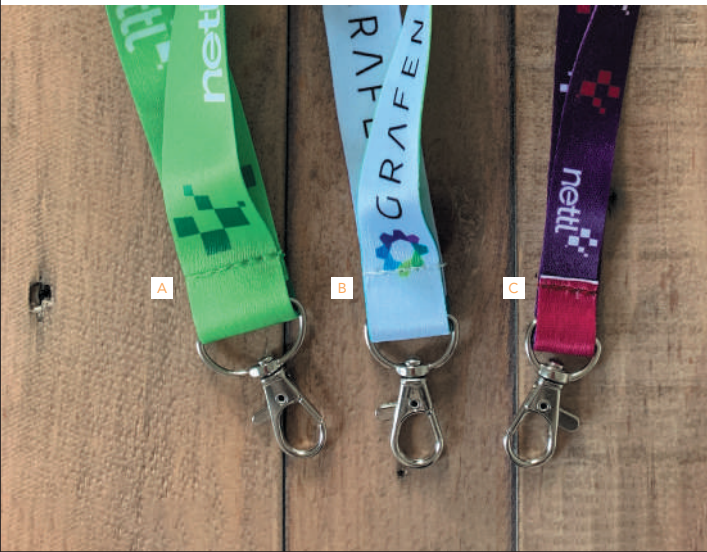


**D**

# POLAR FLEECE BLANKETS

Perfect for keeping you warm on a chilly day.  
A soft and cosy gift or giveaway.

- D** 1000 x 1500mm FLEECE BLANKET **from £18.61 each** ~~£20.68~~ WMUKPOLA
- 1200 x 1750mm FLEECE BLANKET (not pictured)  
**from £23.81 each** ~~£26.46~~ WMUKPOL1



**A**

**B**

**C**



A



C



B

## BALLOONS NEW

Get businesses ready to celebrate their big reopening with our branded balloons. Draw attention to an event or decorate outdoor space with these eye-catching additions.

Available in 2 colours, our eco-friendly biodegradable latex balloons can be screen printed with up to 4 colours, either one side or both sides of the balloon.

### **A** PRINTED STANDARD LATEX BALLOONS

Available in a wide range of colours **from 10p each** WMBLPRIN

### **B** PRINTED CRYSTAL LATEX BALLOONS

Translucent finish **from 11p each** WMBLCRY

### **C** CARDBOARD BALLOON HOLDERS **from 9p each** *Other accessories available*



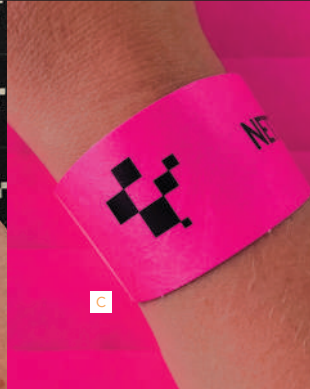


A

15%  
OFF



B



C



D

## WRISTBANDS

Our 1" Wristbands are a great way to keep admission to events safe and secure with a personalised touch. All are extremely tough and water-resistant. We have 3 versions to choose from. Mix and match for different admission tiers.

### A FULL COLOUR PRINTED PAPER WRISTBANDS

Printed full colour one side with a white reverse **from 6p each** WMAPFULL

### B PRINTED BLACK PAPER WRISTBANDS

Black base colour wristbands can be printed with white or full colour  
**from 6p each** WMAPPRI1

### C PRINTED STOCK TYVEK WRISTBANDS

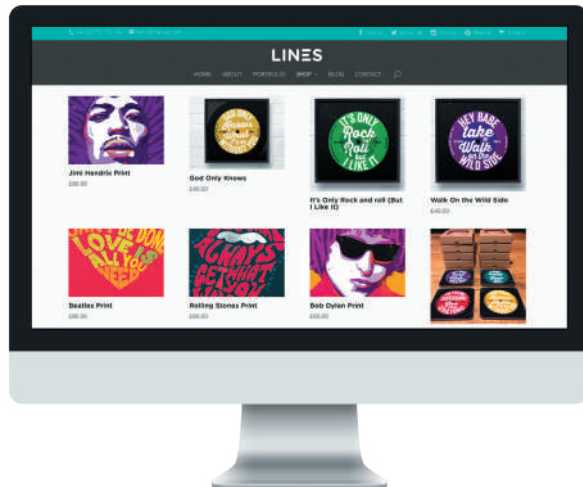
Printed in black ink. Choose from 11 bright base colours **from 3p each** WMAPPRIN

### D SEQUENTIAL NUMBERING All wristbands come sequentially numbered as standard



A man with a beard and tattoos is sitting in a shopping cart, pointing forward with his right hand. He is wearing a light-colored t-shirt, dark jeans, and white sneakers. The background is a solid pink color. The text "EMBRACE ECOMMERCE" is overlaid in large, white, bold, sans-serif capital letters.

# EMBRACE ECOMMERCE



## No one will ever buy shoes online.

Or at least they didn't, until Nick Swinmurn, founder of Zappos, believed they would. Free delivery, free returns, unparalleled customer service and 12 years later the Amazon acquisition boast annual revenues of over \$2 billion.

So how do you feel about buying a car?

Do you enjoy perusing the forecourts? Trying the seats for size? The free coffee, a test drive? (Even if you do have to put up with the ever-so-attentive sales assistant). Let's face it, once you're driving the thing around you're sold, right? Hmm, maybe the thought of the sales process is enough to put some people off, but how can anyone resist that new car smell?

Well, it appears that smell is surplus to pre-sales requirements, as thousands flock to buy their next car online. No fuss, no haggling, no test drive. Just next day delivery. It's a game-changer.

If you can buy shoes online, and cars online, you can sell your thing online too. Not just 'can sell'. **Must sell.**



The relentless march online has been underway for years. £3 of every £10 is now spent online. 50% more than before the pandemic. Ecommerce was already growing substantially. The pandemic simply accelerated things. New online shoppers were forced to try it. And they liked it. Once habits form, behaviour changes forever. It seems certain more sales will happen online. And not just consumers. Because behind every B2B transaction is a human.

And even if you don't sell products, you should be offering online bookings. Webinars, demos, or free trials. All smoothly transacted online. The successful churches we mentioned earlier all signed up to enable online donations. eCommerce isn't just essential, it's a post-pandemic survival skill.

Starting to sell online may cost less than you think. Contact us to get started free, or head to [www.nettl.com/uk/nettl-commerce/](http://www.nettl.com/uk/nettl-commerce/)



A woman with glasses and a pink cardigan is sitting on a bed, working on a laptop. The room is dimly lit with a warm, pinkish glow. To the left, a clothing rack holds several items of clothing. To the right, a bedside table holds a lamp and a vase with flowers. A large plant is in the foreground on the left.

# ROCKING THE WFH LIFE

The nation has seen more live home-schooled cameos during conference calls than ever before. Yet, working from home looks here to stay.



fünki  
comfi

DESIGNER WFH WEAR by nettl



NEW FOR 2021

# DESIGNER WFH WEAR

A far-flung fantasy for some, working from home, or 'wfh' quickly became a thing. Now, it looks like we might be wfh for a while yet, perhaps even beyond the pandemic.

Fünkicomfi is a range of comfy, designer wfh wear that allows you to represent your brand whilst on virtual events and customer calls. All pieces are made from relaxed, cosy materials and feature your embroidered logo.



FREE STITCH PATTERN



EMBROIDERY INCLUDED



FREE DELIVERY







A



B



C



D

# TOPS

Everyone knows by now that it's what you wear on your top half that really matters when wfh. Our range of Fünkicomfi tops allow you to put on a respectable on-brand Zoom appearance with minimal effort.

**A EMBROIDERED T-SHIRTS** For warmer days, or for those who like to crank up the heat in their home office, embroidered t-shirts are a cool take on the work uniform **from £12.05** WWTSHIRT

**B EMBROIDERED POLO SHIRTS** Men's and women's fit, leisure and sport styles. Contrast or tipped. Choose designs and colour combinations that coordinate with your brand **from £23.53** FQPOLOCM

**C EMBROIDERED UNISEX HOODIE** It can get chilly when you're sat at a desk all day **from £29.09** FCHOODCU

**D EMBROIDERED UNISEX ZOODIE** A modern way to keep cosy whilst representing your company. Embroidered in one location for no extra cost **from £37.42** FCZOODCU

# BOTTOMS

We know. Generally speaking, no one is going to see what you're wearing below the desk. But sitting on a chair all day can get pretty uncomfortable. And being uncomfortable is one of our pet hates. So we aim to resolve that with Fünkicomfi bottoms.

Great for lounging at your desk. Even better for those spontaneous stretching sessions. And if you need to pop out for a quick site visit, you'll still look the part.

**A EMBROIDERED JOGGERS** No need to get your running trainers on – just a really comfy outfit for long days at the home office **from £37.56** FCJOGGDM

**EMBROIDERED SHORTS** If your legs prefer to be out in the open. Let them. With your logo neatly stitched on the pocket, you'll still look work-ready

**B** Mens chino shorts **from £34.02** FCSHORTC

**C** Ladies chino shorts **from £34.02** FCSHORTC





# HATS

Turn bad hair days into a fashion statement, or simply keep cosy with our range of Fünkicomfi hats. Choose from beanies or caps – both can be emblazoned with your company logo for maximum visibility on those impromptu video calls.

**2-TONE CAPS** Emblazoned with your company logo for maximum visibility

**A** Adults unisex **from £11.07** FCCAPS2T

**PULL ON BEANIE** emblazoned with your company logo for maximum visibility

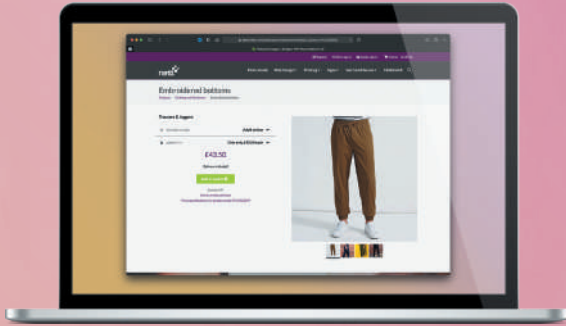
**B** Adults unisex **from £8.07** FCBEANTT

**CUFFED BEANIE** Embroidered in one location for no extra cost

**C** Adults unisex **from £9.07** FCBEANCC

**D** Kids one size **from £8.07** FCBEANKK





## THE FUNKICOMFI ORDER PROCESS

- 1 Choose your garment type and a colour option to complement your brand.
- 2 Decide how many garments you need and select a combination of sizes to suit you and your team.
- 3 Choose the location of your embroidered logo, upload your files and we'll convert it into a stitch pattern.
- 4 Check out, sit back and await your new extremely funky and comfy wfh wear to arrive.



Virtual sermons have transformed sofas into pews. Estate agents globally have taken to virtual to bring your next home into your existing one.

Our very own Nettle studios across the globe have continued to offer virtual meetings throughout the last year. Even when physical stores were forced to stay closed, you could arrange a video chat or call back online.

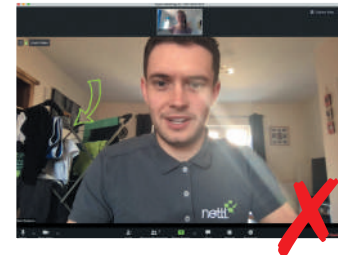
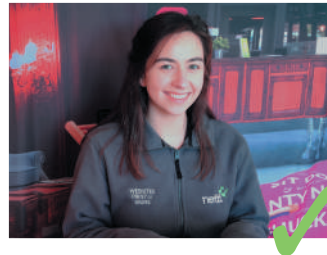
But working from home doesn't mean you shouldn't look the business. Even if you are tempted by that cat filter.

Make the most of our fabric backdrops to add some professional whoosh to your Zooms. Look and feel the part with our brand new range of fashion-fit workwear, designed to help WFH professionals stay Fünkicomfi.





We all want to look our best. Pitching with your pants showing isn't a good look. Use our range of fabric backdrops to add whoosh to your Zoom. Conceal the ugly. Look like business.



**A SCENE 20** A photographer's backdrop is an ideal background to home video calls. 2 x 2m black-back fabric wall hangs on a tiny footprint frame, which collapses down for easy storage **£289 each** FDSOFC

**B BOOTHS** Fabric booths make the most wonderful backdrops – see page 39.

**C TABLETOP 185** 1.8m wide straight printed fabric backdrop to put on the desk behind you **£245 each** FDSNASFC

**D TABLETOP 24C** Print a striking image on the front and your branding on the reverse, so when event season returns, these 2.5m wide curves double as exhibition backdrops **£265 each** FDSMUNFC





# BEAT IT WITH **BOOKINGS**





Bright businesses have been benefiting from bookings for a while now. Booking systems help:

- **Record essential customer information**
- **Manage visitor numbers**
- **Organise workflow, and also**
- **Encourage online conversions.**

Even making bookings for free consultations and appointments goes a long way to help move prospects onto the next step.

Booking a room, space, table, slot or appointment? Or just limiting the number of people on the premises at any one time? Your booking system can be a nimble thing.

You have full control over the availability and can also decide whether to take full payment, part payment or no payment.

Need to integrate with your existing reservation system?  
Just let us know what you're using.

**Contact us to get started for free.**



# NEWSPAPERS

An irresistibly tactile traditional teaser that bucks the digital trend. The need to reach people at home and our desire to stay connected has given newspaper marketing a resurgence. Trusted, informative, and engaging, they're an innovative and cost effective way to market to your audience.

## A BROADSHEET NEWSPAPERS

500 x 350mm **from 76p each** WMSHBROA

## B TABLOID NEWSPAPERS

376 x 289mm **from 56p each** WMSHTABL

**TOP 5 SECTORS**  
using Newspapers to  
make the right headlines:

- B2C retail brands
- Internal communication
- Community newsletters
- Schools & councils
- Sports clubs & associations

5







# HAND SANITISING STATIONS

We can design to suit your brand. Each includes a refillable, automatic hand sanitiser. One litre container (*included*) can be refilled with hand gel (*not included*). Powered by 4x C-sized batteries (*not included*).

- A FLOOR 6** Free-standing 600(w) x 1500(h)mm sign with base  
**£243.90 each** IGHSSF60
- B WALL** Fix the back 300(w) x 650(h)mm panel to a wall  
**£129.60 each** IGHSSW30



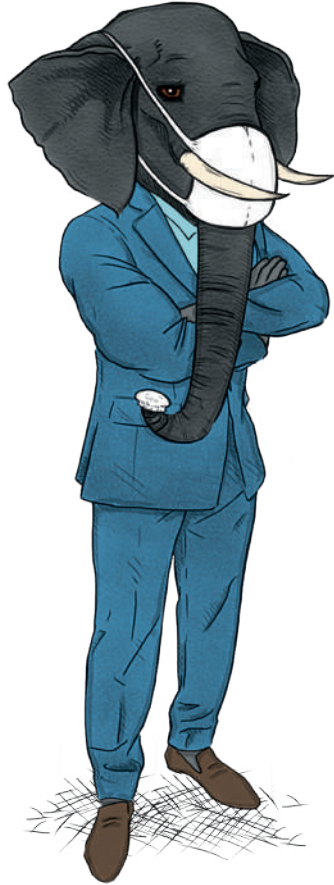
# PACKING TAPE NEW

Get your brand out there and make boxes look the business with custom printed packaging tape.

- C PACKAGING TAPE** Kraft paper tape 48mm x 50m  
**from £2.81 a roll** WMWICUST
- D VINYL TAPE** Available in 3 sizes, and 3 background colours  
**24mm x 66m from £1.70 a roll** WMWIVIN3  
**48mm x 66m from £2.35 a roll** WMWIVIN4  
**72mm x 66m from £3.52 a roll** WMWIVIN8



SOMETHING TO  
**REMEMBER ME BY**



Branding isn't just a logo, it's the whole customer experience.

Every touch point with your business is an opportunity.

***Be memorable.*** Brand each step of the journey. Reinforce brand loyalty and evoke feel-good vibes.

When you're planning to connect with your clients, remember print makes us feel. This offers a huge opportunity for you to reach your customers when they're not strolling your street.

***Sending something physical*** to a prospect or loyal customer can seriously bolster the impression you make. Interactions with direct mail have increased 11% versus the same time last year and door drops 15%.

They say it's better to give than receive. In business, it makes even more sense. Thanks to the 'burden of reciprocity', when you give gifts, people feel obliged to repay the favour. Like by buying something. Print a logo on your gifts and keep your brand front of their minds.

Looking for ways to ***make your marketing compelling?*** Exchange ideas with your local Nettl that will hit your target audience in the feels.



# AIR FRESHENERS

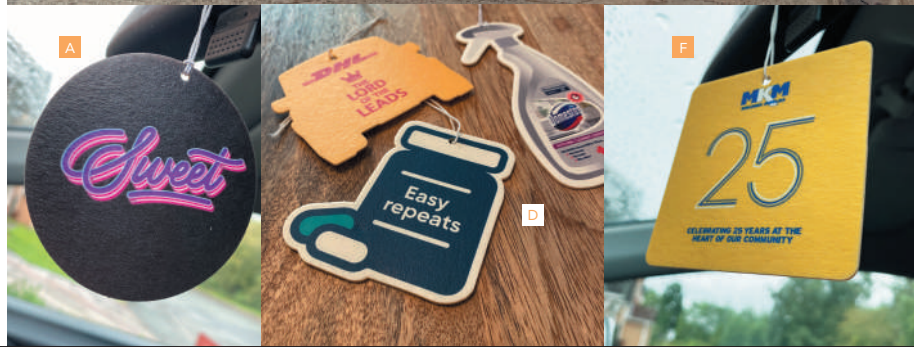
Smell is our most powerful sense. It instantly connects memories. Associate your brand with a fragrance and make people feel good.

- A CIRCLE** from 25p each WMMSCIR1
- B OVAL** from 25p each WMMSAIR4
- C PORTRAIT RECTANGLE** from 25p each WMMSAIR3
- D CUSTOM SHAPE** from 25p each WMMSAIR6
- E LANDSCAPE RECTANGLE** from 25p each WMMSAIRF
- F SQUARE** from 25p each WMMSSQUA

## Choose from these tantalising scents:

Apple, Clean & Fresh, Clean Car, Coffee, Cool Water, Cotton Flower, Cranberry, Cut Grass, Eagle, Mint, Fruits of the Forest, Ice Noir, Oriental Night, Rain Forest, Sport, Spring Water, Strawberry, Vanilla, Very Berry and Zodiac.

Order a sample scent **from £1.50** including delivery with code WMMSFRA





## SUITCASES

Look like a business that's going places with suitcases and travel bags, printed entirely in your brand. Add logos or full colour images on both sides. 4 sizes to choose from, each with a 2 year warranty.

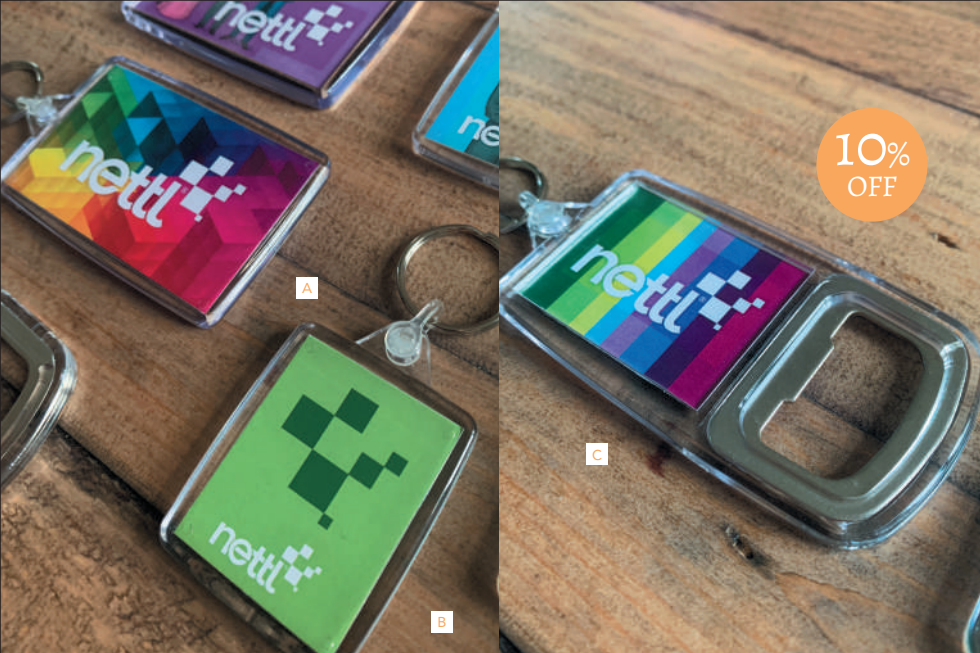
- A LARGE CHECK-IN SUITCASE** 78 x 52 x 28cm **from £106.55 each** WMPELARG
- B MEDIUM SUITCASE** 68 x 42 x 25cm **from £96.49 each** WMPEMEDI
- C OVERNIGHT BUSINESS CARRY-ON SUITCASE**  
39 x 47 x 22cm **from £88.67 each** WMPEOVER
- D CABIN CARRY-ON SUITCASE** 58 x 34 x 23cm **from £88.67 each** WMPECABI



## TOWELS

Custom printed promotional towels make a fun and innovative gift for clients or colleagues. Printed full colour edge to edge. Heat-set to ensure colour protection and can be washed at 30 degrees.

- E FACE TOWEL** 300 x 500mm **from £3.43 each** ~~£3.81~~ WMUKTOWE
- F HAND TOWEL** 500 x 1000mm **from £7.17 each** ~~£7.96~~ WMUKTOW1
- G POOL TOWEL** 700 x 1400mm **from £12.70 each** ~~£14.11~~ WMUKTOW2



## KEYRINGS

Our clear acrylic keyrings have a split metal ring and include a full colour graphic insert printed both sides. A great giveaway for keeping your details handy.

- A LARGE** 45 x 70mm graphic  
from 68p each 75p WMAVACRY
- B REGULAR** 35 x 45mm graphic  
from 55p each 61p WMAVACR2
- C BOTTLE OPENER** 35 x 45mm graphic  
from 80p each 88p WMAVACR4

## LIP BALMS NEW

Lips should be loved all year round. That's what makes these great promotional giveaways an innovative idea for customer-focused businesses. Available in 17 base colours with single colour print.

- D TWIST-UP LIP BALM** from 68p each WMBALIP1







A/B



C



D



E

## PENS NEW

Write yourself into their good books with this classic branded giveaway that everyone is happy to receive. Want to freshen it up? Check out our antibacterial aluminium option. All our pens are printed in the UK for a speedy turnaround.

**A ALUMINIUM CLICK BALLPOINT PENS** from 41p each WMVIALU4

**B ANTI-BACTERIAL ALUMINIUM CLICK BALLPOINT PENS**

With a silver nano powder additive, which reduces the growth of micro-organisms  
from 39p each WMVIAN12

**C WHEATSTRAW CLICK BALLPOINT PENS** from 59p each WMVWHE1

**D CURVY BALLPOINT PENS** from 23p each WMVICURV

**E RECYCLED PET BALLPOINT PENS**

in a range of colours from 64p each WMVIRECY



A/B

Come on in.  
**WE'RE  
OPEN!**





# GET FOUND LOCALLY

**63% of marketers are investing more in search engine marketing.** Why? Because 20 billion searches happen every day. More people are searching and more people are buying online, especially for local services 'near me'.

Our digital packages start at £300 per month.

Wonder how your site is performing?

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FREE  
AUDIT





# SEO VS PPC ... WHICH IS BETTER?

Both formidable click-getting contenders. So who to root for in this classic contest between two traffic-winning Goliaths? Which warrior should you back with your buck?

## SEO

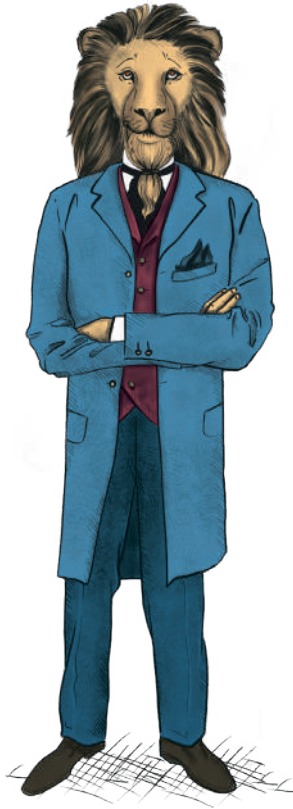
SEO stands for Search Engine Optimisation. It's the business of ranking organically (naturally, on merit) on search engines, for key words and phrases, and queries related to your business. Usually, around 10 or so organic listings appear on the search engine results page (SERP). Typically below a few ads.



## PPC

PPC means Pay Per Click and is a generic term for paid advertising. You can of course pay 'per click' or 'per 1000 impressions' (PPM), but PPC is often used as a catchall for referring to any sort of paid placement. Google Ads, for example. Ads can usually be found at the top, bottom, and side of a results page. They might also have their own special section, like Google shopping. And appear as ads on other websites you visit.





What's best for your business will depend on your answers to these:

- **What industry are you in?**
- **What products and services do you provide?**
- **How do you currently attract customers?**
- **What is your existing sales process?**
- **What are your goals and objectives?**
- **What kind of budget and resources do you have?**

SEO wins on:

- **Cost** – Organic clicks are 'free'
- **Sustainability** – SEO efforts yield residual results
- **Click Share** – Organic results attract more clicks

PPC clinches the rounds on:

- **Speed** – Get listed instantly
- **Effort** – It's easier to get going than SEO
- **Targeting** – A large amount of customer targeting options

But the reality is that most businesses will benefit from SEO and PPC.

So if it's right for your business, and you have the resources and ambition to do both at the same time, then you should.



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Orders must be approved by 6pm, Fri 28/05/21

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